

TikTok . . . For Recruiting? Why not?

It's hip. It's happening. It's one of the fastest-growing social media platforms in 2021.

Launched as Douyin in China (2016), ByteDance introduced it to markets outside of China in 2017 as TikTok. Although TikTok and Douyin use the same software, they maintain separate networks to comply with Chinese censorship restrictions.

In four short years, TikTok has posted some pretty impressive stats.

- As of January 2021, the platform boasts [689 million](#) monthly active users worldwide, excluding Chinese users
- As of April 2020, the popular video app had been downloaded more than [two billion times](#) worldwide, doubling its number of downloads in just over a year
- In 2020, TikTok surpassed Facebook to become the world's [most downloaded app](#)
- Mobile app analytics firm App Annie has predicted TikTok will break the [one billion](#) monthly active users (MAU) mark in 2021

Like we said, impressive. So, what demographic is leading TikTok's rapid rise? Of course, that would be the younger folks among our population.

- [78%](#) of TikTok users are under 39
- [30%](#) fall between the ages of 20-29
- [62%](#) of U.S. TikTok users are between 10 and 29

Considering that Millennials and Gen Z's are becoming the largest demographic in the workforce, the association between recruiting and TikTok becomes clear. But understanding the intricacies of TikTok before diving in is a must. Because toting the same approach and content and ads from other social media platforms to TikTok will not work.

The main attraction of TikTok is the creation of short-form videos that can be edited to add effects, filters, increased speed, or a cool background. They also can splice videos together with other short-form videos. Video content is sortable by topic, trending hashtags, or users, and is all over the board, from pranks and pure comedy to how-to videos and career advice.

Yes, career advice. Job search tips and resume writing advice, too. And the key is the usage of hashtags so that those millions of TikTokers will be able to find this info, which is so helpful to their employment needs.

While comedy has a comfy home on TikTok, not every video has to pass a comedic barometer. Instead, think fast-paced and captivating, and of course, short—60 seconds

or less is ideal. Remember, if recording on TikTok, 15 seconds is the limit, but you can string four 15 second videos together.

TikTok recently launched "[TikTok Resumes](#)," a pilot program designed to continue expanding and enhancing TikTok as a channel for recruitment and job discovery. They've teamed with select companies offering entry-level to experienced positions, and interested candidates are encouraged to showcase their skillsets and experiences in a video resume published on TikTok.

[Nick Tran, Global Head of Marketing at TikTok](#), points out, *"We're humbled to partner with some of the world's most admired and emerging brands as we pilot a new way for job seekers to showcase their experiences and skillsets in creative and authentic ways. #CareerTok is already a thriving subculture on the platform, and we can't wait to see how the community embraces TikTok Resumes and helps to reimagine recruiting and job discovery."*

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